

ABSTRACT

Instant noodles are one of the most widely consumed food products in Indonesia, particularly among university students, due to their practicality, easy availability, and relatively affordable prices. However, the high level of instant noodle consumption among Muslim students raises concerns regarding the conformity of consumption behavior with Islamic principles, especially the principle of halalan thayyiban. Although most instant noodle products have obtained halal certification, the thayyib aspect remains a concern due to potential negative health impacts when consumed excessively.

This study aims to analyze the effects of income, thayyib awareness, price, product quality, and brand image on the quantity of instant noodle purchases among Muslim students at Universitas Diponegoro. This research employs a quantitative approach using a survey method involving 110 Muslim students at Universitas Diponegoro, selected through purposive sampling based on predetermined criteria. Primary data were collected through questionnaires and analyzed using multiple linear regression.

The results indicate that income and thayyib awareness have a negative and significant effect on the quantity of instant noodle purchases. Price has a positive and significant effect on the quantity of instant noodle purchases. Meanwhile, product quality and brand image have a negative but insignificant effect on instant noodle purchasing behavior. These findings suggest that instant noodle purchasing decisions among Muslim students are more influenced by economic considerations and habitual consumption than by product attributes and the application of thayyib principles.

Keywords: Purchasing Behavior, Instant Noodles, Thayyib Awareness, Price, Product Quality, Income, Brand Image, Muslim Students.

